

• TYLIN PROMOTIONS •

**d/DEAF SENSITIVITY TRAINING CLASS SEMINARS**

(TRAINING TO BETTER OUR WORLD WITH VALUABLE UNDERSTANDING & PRACTICAL POINTS TO EMBRACE THE DEAF COMMUNITY)

**SALUTE TO OUR HEROES RADIO SERIES**

(LAW ENFORCEMENT, FIRE, US MILITARY, GOVERNMENT PROTECTION & OTHER PUBLIC SAFETY FORCES)

1146 NORTH MESA DRIVE, SUITE 102-300

MESA, AZ 85201-3539

480 615-8900 FAX 480 615-8903

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BIOGRAPHICAL SKETCH

**Fred Greenspan**

**President of Tylin Promotions, Executive Director of the Radio Series and Creator of the Deaf sensitivity class training seminar, I NEVER GAVE THAT A THOUGHT!.**

Fred has spent over 40 years in sales, marketing, creative advertising, and as management executive in both radio & TV advertising in the metro New York area. He also served with the NY State (Government) Assembly. He is one of the few marketing firm heads who combines both a marketing and creative background with public service. Fred is one of the rare ad agency executives who began his career as a client, serving as regional marketing associate with major airlines so he knows the tourism industry. With that background, he served as Vice President for Outreach, Public Relations and Marketing for a tourism & travel related firm that serves several cities.

In February 1983 he left the broadcast industry to head his own firm that had major national clients including the US Census Bureau, the FBI, the IRS and the US Marshals Service among many other prestigious clients in the private sector such as Benjamin Moore Paints, Longines-Wittnauer Watch Company, United Airlines, Citibank, among others. His background fortifies his strong reputation in the consumer and travel field. At his company, Tylin Promotions, he believes that the fastest route to marketing success is the development of a strategically distinctive communications concept: STRATEGIC FIREPOWER! It is the heart of his philosophy and the central route of all the activity at the firm. So when he met the founder/ & CEO of the soon-to be formed travel related activity company, they both realized that they had to thrust it into a well-known commodity in the industry. Fred was the man to do it. He handled public relations, advertising and oversaw the reservations staff and promotion activity. When he finds the time, he hikes and loves every minute of his own time on those trails and travels exploring new sights the world. He's very excited to be part of the development of *Salute to Our Heroes* themed radio series and renew contacts at public safety forces throughout the United States.

For over 40 years Greenspan's company has worked with school districts across the country aiding their Human Resource function. He created and produced the *National Minority Careers in Education Expo*, an annual event that assisted k-12 school districts, community and four-year colleges and universities in the recruitment and retention of professional staff. The venues used were Times' Square's Crowne Plaza, Madison Square Garden and the World Trade Center in New York City. The event has also been held in Los Angeles and Chicagoland.

Fred has now added the d/Deaf Sensitivity Training Class Seminar to his services. His qualifications come from close contacts within the Deaf Community, and experiencing first hand many of the major issues that face those with hearing loss. He has basic communication skills in ASL and interacts with organizations that serve those who truly want to assist the people who need the understanding of others. Sadly some do not. There is constant outreach to other national resources and organizations that have experience with the Deaf Community that furthers his education in that arena. He has consulted with universities that specialize in education students who are deaf.

He has given the d/Deaf sensitivity training to several law enforcement agencies, city management, airport personnel, including, but not limited to the following: McCarran International Airport, Las Vegas at the training center of the North Las Vegas Police Department; in Arizona to the Mesa, Scottsdale, Maricopa City, El Mirage, Town of Florence, City of Tucson police departments, the Pima County and Maricopa County Sheriff's Offices, Tucson City Hall-Human Resources, and the Tucson Fire Department. In Montana, the class was administered to the Missoula Police Dep't., Missoula City H.R., Missoula County H.R., Helena Police Dep't and many more.

**George Flowers**  
**Executive Producer**

George Flowers has been a freelance announcer and narrator for more than 30 years. A veteran New York City radio and television broadcaster, George was lead anchorman for Howard 100 News at SIRIUS Satellite Radio. He also is a staff announcer and commercial/promo producer for WABC Radio and promo announcer for WBBR/Bloomberg Radio and the Bloomberg radio and television networks. He has been the announcer for Game Show Radio (formally on WEPN and WXRK). Mr. Flowers is a long-time newscaster for WCBS/FM, and has been a newscaster and editor for UPI Radio, and a newscaster for Air America Radio. And he has been a commercial announcer for 1050 ESPN Radio (WEPN) in New York City, and for Radio Disney.

On television, Flowers is the announcer for New York 1, the New York City's all-news cable station. Other credits include feature announcing for NBC's Late Night with David Letterman, announcements for PBS, and for WNET/Channel 13 in New York City, where he also served as an on-camera pledge host. He has been an on-camera host and promo announcer for WNYE Television, also in New York City. He was a promo announcer and on-camera news anchor for WLIW/Channel 21 in Garden City, N.Y. He has been used as on- and off-camera talent by Cablevision, and by Time Inc./New Media, Exxon, JC Penney, WebMD, and other major corporations.

Corporate clients have included Allied Chemical, American Express, AT&T, Canon, Coopers & Lybrand, DuPont, Exxon, IBM, JC Penney, JVC, Metropolitan Life, Northrop-Grumman, Paramount Pictures, Texaco and Zenith.

Commercially, Flowers has voiced television and radio advertisements for numerous national clients, including Anheuser-Busch, Beck's Beer, Beyer Aspirin, Canon Cameras, Chase Bank, Delta Airlines, DuPont, JVC, Panasonic and Zenith.

Additional clients have included the United Nations and the Hayden Planetarium in Manhattan, New York, for which he narrated a sky show. He has been a web cast moderator for the Discovery Channel, and his announcing services have been used by Madison Square Garden and the MSG Network.

As an actor, Mr. Flowers has specialized in Off-Broadway dramatic readings of the short stories and poems of Edgar Allan Poe in Late Night Poe at the 13th Street Theater in Greenwich Village, A Midnight Dreary at the 78th Street Theater Lab in Manhattan, and Candlelight Poe at the popular Columbia University nightspot The West End Gate, across from the uptown campus. He has performed Poe's works at numerous colleges and on radio, and has appeared in radio dramas for National Public Radio's Simon Studio Presents.

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Tylin Promotions, 1146 N. Mesa Dr. Ste 102-300, Mesa, AZ 85201-3539 480 615-8900 fax 480 615-8903  
Tucson, AZ 520 407-6606 Las Vegas, NV 702 430-8685 New York City area 917 267-9645